



WPTV

ORDER

Print Date 08/24/12

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Flight Dates **08/27/12-08/28/12**

Contract / Revision **309177 /**

Original Date / Revision
08/24/12 08/24/12

Advertiser **West / Republican / Congress**

Agency **Strategic Media Services**

Buying Contact

**3299 K Street NW - Suite 200
Washington, DC 20007**

Product

Allen West for Congress

Agency Com 15%

Billing Contact

**3299 K Street NW - Suite 200
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # **Order # 55**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share 26% Market Value 55961

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	74%	41411
WFGC	%	0
WFLX	%	0
WPBF	%	0
WPEC	%	0
WPPB	%	0
WPXP	%	0
WTCE	%	0
WTCN	%	0
WTVX	%	0
WXEL	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	17	\$12,367.50	\$14,550.00	0.00
Totals	17	\$12,367.50	\$14,550.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	08/28/12	17	\$12,367.50	\$14,550.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WPTV	08/27/12	08/28/12	M-F 12n-1p M-F 12n-1p	CM	12-1p	11-----	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	11-----	2		\$500.00		0.00						
N 2	WPTV	08/27/12	08/28/12	M-F 530-6p M-F 530-6p	CM	530-6p	11-----	:30	2	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	11-----	2		\$1,000.00		0.00						
N 3	WPTV	08/27/12	08/28/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	11-----	:30	2	\$2,000.00	P-2	0.00	NM	2	\$4,000.00



WPTV

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Contract / Revision **309177** Flight Dates **08/27/12-08/28/12**

Hiatus Dates

Original Date / Revision 08/24/12/ 08/24/12

Order Sep 00:20:00

Advertiser **West / Republican / Congre** Product **Allen West for Congress**

Estimate # **Order # 55**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WPTV	08/27/12	08/28/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	11-----	:30	2	\$2,000.00	P-2	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	11-----					2	\$2,000.00		0.00			
N 4	WPTV	08/27/12	08/28/12	M-F 10-11a M-F 10-11a	CM	10-11a	11-----	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	11-----					2	\$600.00		0.00			
N 5	WPTV	08/27/12	08/28/12	M-F 11-12n M-F 11-12n	CM	11a-12p	11-----	:30	2	\$425.00	P-2	0.00	NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	11-----					2	\$425.00		0.00			
N 6	WPTV	08/27/12	08/28/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	11-----	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	11-----					2	\$600.00		0.00			
N 7	WPTV	08/27/12	08/28/12	M-F 7-730p M-F 7-730p	CM	7-730p	11-----	:30	2	\$950.00	P-2	0.00	NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	11-----					2	\$950.00		0.00			
N 8	WPTV	08/27/12	08/28/12	M-F 730-8p M-F 730-8p	CM	730-8p	11-----	:30	2	\$950.00	P-2	0.00	NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	11-----					2	\$950.00		0.00			
N 9	WPTV	08/27/12	08/28/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	1-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	1-----					1	\$500.00		0.00			
Totals														17	\$14,550.00